

A vertical strip on the left side of the slide features a collage of various items: a red lei, a yellow lei, a small yellow vase, a map, a golf club, and a golf ball.

# 2004 Hawaii Annual Tourism Marketing Plan Rollout Meetings

Hawaii Tourism Authority  
November 17-21, 2003



# **2004 Japan Annual Tourism Marketing Plan**

November, 2003

**dentsu**

## Overseas Travel Market in Japan

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- ✿ The number of overseas travelers doubled over the past 15 years from 8.4 million in 1988 to 16.5 million in 2002.
- ✿ Hawaii is one of the most popular and desired overseas destinations. 45% of those who have traveled overseas have been to Hawaii.
- ✿ However, the number of Japanese visitors to Hawaii has been declining, from 2.2 million in 1997 to 1.3 million in 2003 (projected).

## Recent Trends

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### Intensifying competition among destinations

- Preference for closer and cheaper destinations and shorter stay
- Asian destinations became a boom because of exotic food and shopping



### Growing sophistication among Japanese overseas travelers

- Increased travel experiences
- Varied travel purposes and needs



## Major Issues to be Addressed

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 Information on Hawaii and the way the destination is presented to the Japanese public have been extremely biased.

### As a result:

- Stereo-type perception of Hawaii has been formed
- Hawaii is mistaken as a destination they “already know quite well”
- Hawaii is not seen as a fresh and attractive destination and, therefore, there is no urgency to visit

### In reality:

- The versatile attractions of Hawaii are still little known to our audience
- The recognition of the Hawaiian islands is quite low

## Our Challenge

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Generate more traffic by changing the Japanese perception of Hawaii to that of an attractive destination.

### Short- term Objective:

Clearly communicate that Hawaii has versatile attractions (art, culture, history, etc.) and that each island has its own unique points of interest.

And we intend 5% visitor increase in 2004.

### Long- term Objective:

Change the perception of Hawaii as a single generic brand to distinct “island brands.”

Travelers should think, “I’m going to Oahu, etc.” instead of, “I’m going to Hawaii.”

## Concept & Logo



Concept:

Hawaii is a destination that is full of surprises, and has a great deal of attractive attributes yet to be revealed to the Japanese.

想 像 以 上 の 島 々 へ 。

6 islands, 6 surprises.  
**HAWAII**



# Creating a New Image for Hawaii

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## Current impressions of Hawaii commonly held by the Japanese:

- Beautiful beaches, good climate, relaxation
- Convenient, safe, secure
- Hospitality

## Versatile attractions of Hawaii:

- History, art, music, culture, eco-tourism
- Unique personalities and attractions of the islands of Hawaii

### New Image to be Created:

Hawaii is a destination that enables its visitors to enjoy quality time and experience, more than just sightseeing, dining and shopping.



## Communication Target

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Advertising campaign target:  
All generations



Magazine, website, PR:  
Segmented target according to themes, with focus on  
-families  
-senior citizens  
-wedding  
which form the quality high spending market.



## Marketing Tactics

✿ Use multiple communication vehicles to build a new image, to create travel intentions and to motivate the audience to take action

- Advertising
- PR
- Web site
- Travel trade activities
- Information booth
- Tie-up promotions



✿ Feature Jake Shimabukuro as a spokesperson to communicate the versatile attractions of Hawaii

- A credible messenger to Japanese audience
- His music is accepted by wide generations
- His personality and approach to music are suitable for the new image of Hawaii.



Jake

# Advertising

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## Creative Strategy:

- Visualize in a dramatic manner the versatile attractions of Hawaii, that are still unknown to the Japanese.
- Use imagery that suggests **how** to experience the islands rather than use typical beauty shots.
- Effectively feature Jake Shimabukuro and his music to add an extra dimension to all levels of communication activities, and to remind our audience of Hawaii not only visually but also through sound.

# Advertising

## Media Schedule:

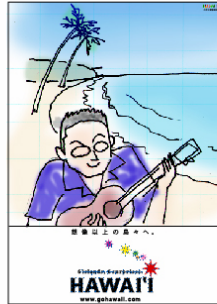
- Phase 1: Launch in Jan.-Feb. to create a demand for the Golden Week.
- Phase 2: Carry out in May-June for the summer vacation market.

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
TV		★18・19 CX Sony Open Program sponsorship, Live Commercial			←→ Estimated 2,000GRP in Tokyo, Osaka					←.....→ Cinema / BS.CS		
OOH		↔ 1 week, Tokyo, Osaka			↔ 1 week, Tokyo, Osaka							
Press		★ ★ ★ Nat'l Edition over 5 ads										
Mag.		★ ★ ★ ★ ★ ★ ★ ★ ★ ★			★ ★ ★ ★ ★ ★ ★ ★ ★ ★ 4C2P					★ ★ ★ ★ 4C2P Quality titles		
Radio					★←→ Tokyo, Osaka							
Banner		↔										
Info. Booth POP		←→ Posters, brochures			←→ Posters, brochures							
		Phase 1			Phase 2							

# Campaign Phase 1 and 2: Posters

## Phase 1

This is Hawaii



Is this Hawaii?



Is this Hawaii?



## Phase 2

Kauai



Na Pali Coast

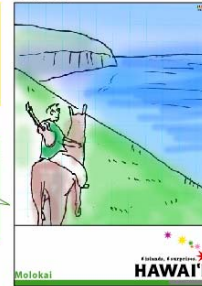
Oahu



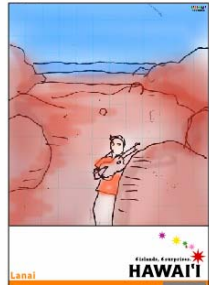
Makaha?

Kalaupapa Peninsula

Molokai



Lanai



Garden of the Gods

Maui



Haleakala National Park

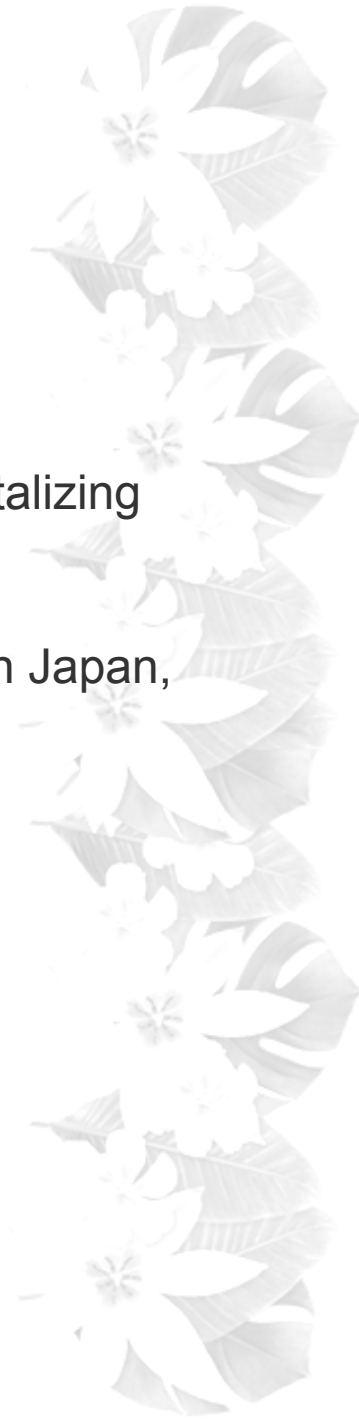
Hawaii Volcanoes National Park

Big Island



## Purposes:

- Give effective and maximum exposure to Hawaii by fully capitalizing on Dentsu's expertise and strong relationship with the media,
- Approach the media and the travel trade both in Hawaii and in Japan, with specific scenarios according to targets and purposes.



## Activities:

- Press release/mail magazine (to media in Japan and in Hawaii)
- Special coverage in magazines and TV
- Press tours for the media
- Events
- Various other devices to create news

## Suggested Strategic Themes:

- Children's education market for families.
- Vow renewal market for senior citizens.
- "Cross country" in Hawaii by participating in a marathon, on a mountain bike, or by car, etc. for all targets.



# Website

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## Purposes:

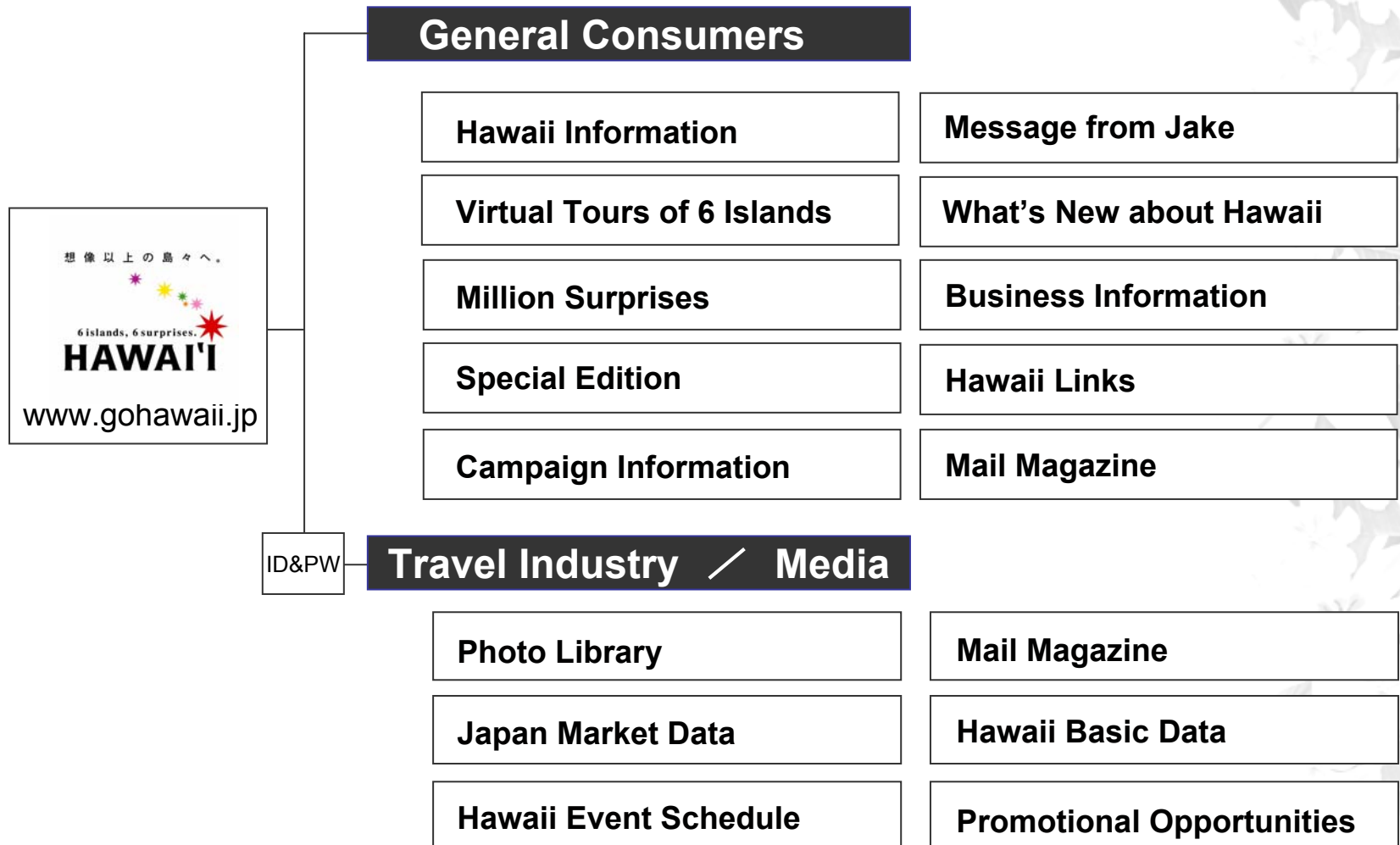
- 🌺 Help generate traffic by providing timely information through interactive communication.
- 🌺 Create a better understanding of Hawaii by communicating its various attractions.
- 🌺 Help create a new image of Hawaii through the use of consistent tone and imagery.

## Target:

- General Public
- Travel Industry (with ID and password)
- Media (with ID & password)



# Website



# Website

## Top Page Design Tone & Manner:



# Website

## Main contents suggestions:

- Virtual Tours of the Six Islands

- Million Surprises

Articles on specific themes, such as hula dancing, healing, learning, etc, to promote deeper understanding of the versatility of Hawaii.

Examples: “Life Full of Art”

“Wild Hawaii -- Natural Heritage”

“Experience Hawaii”

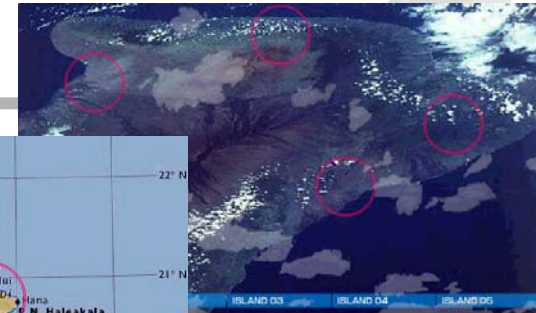
“Food and Traditional Lifestyle of Hawaii”

“Romantic Hawaii”

“Hawaii Where You’ll Find Total Relaxation”

- Special Edition

Suggestions on how to spend time in Hawaii, e.g., “Jake on Hawaii” etc.



(Images)

## Website

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### Link:

- Priority on contents, rather than commercial business base
- Carry all public announcements
- Basically Japanese language only
- Requests for link set-up to be discussed as they arise

### Registration for Travel Industry / Media Site :



- Applications will be accepted on line for those who wish to visit the Japanese-language site (after the late Jan. 2004 launch)
- Those who wish to access English newsletters and tie-up promotion information should send e-mail to:

[info@htjapan.jp](mailto:info@htjapan.jp) (from on Dec. 8th, 2003)

# Activities for Travel Trade

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## Purposes:

-  Reinforce information exchange, and provide everyone involved with equal access to information.
-  Create a big movement in the travel trade by carrying out various activities to coincide with the timing, theme, target, etc. of travel products as they are introduced.



# Activities for Travel Trade

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## 1. Web Site

- **Sales promotional support**
  - Photo Library (over 300 photos)
    - \*Can be downloaded from the web.
  - Posters, brochures
    - \*Orders are accepted on line.
  - Event sponsorship applications
- Information
  - Hawaii Basic Data
  - Hawaii Event Schedule & News
  - Japan Market Data
- Promotional Opportunities
  - HTJ Campaign Information
  - Tie-up Promotions





# Activities for Travel Trade

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## 2. Seminars

- End Nov. '03: Introduction of HTJ to the travel trade.  
Logo and other data will be sent out to the trade.
- Early Dec. '03: Pre-opening of Tokyo Office (start accepting inquiries, etc.).
- Early Jan.: Announcement of a seminar to be held in Jan. '04.
- Late Jan. '04: Presentation of Japan Marketing Plan in Tokyo.

\*After the presentation in Jan. '04, seminars will be held twice a year.

## 3. JATA-World Travel Fair & Intex (Osaka)

- Participation in the JATA World Travel Fair (Oct.2004) is scheduled as before.
  - \*Details (e.g., tie-ups with Neighbor Islands, local travel agencies, etc.) are to be determined at a later date
- Intex in Osaka (May '04), tie-up with FM radio station in Osaka is planned.

# Activities for Travel Trade

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## 4. FAM Tours

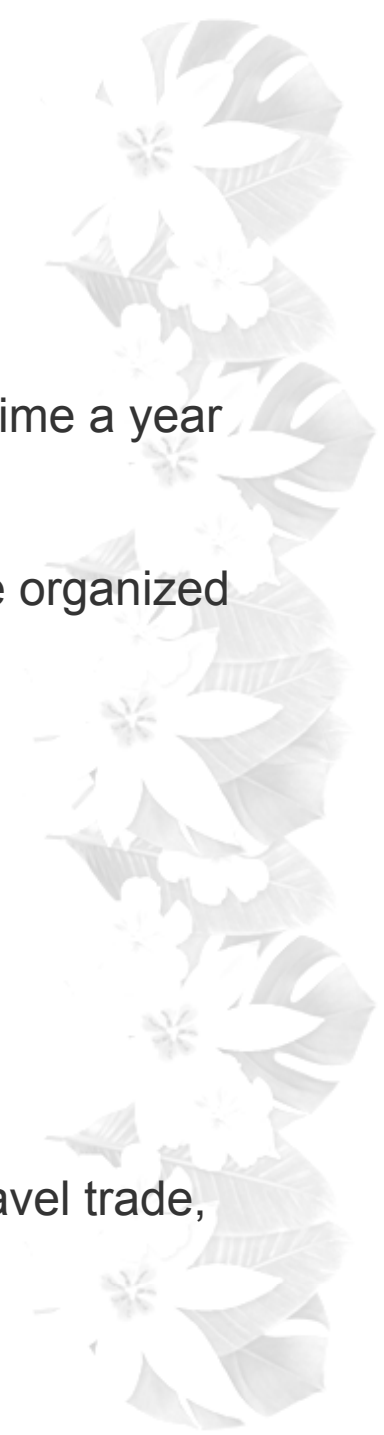
- Plan to conduct FAM tours for the travel trade approximately 3 time a year (including the Aloha Arts Season).  
The first FAM tour is scheduled in Feb. after the presentation.
- Strategic scenarios will be written prior to the tours which will be organized to experience each of the written scenario.

## 5. Provision of POP Items

- Data of the campaign logo
- Campaign posters (in different sizes)
- Ad cards, leaflets, brochures
- POP display items

## 6. Sales Manual

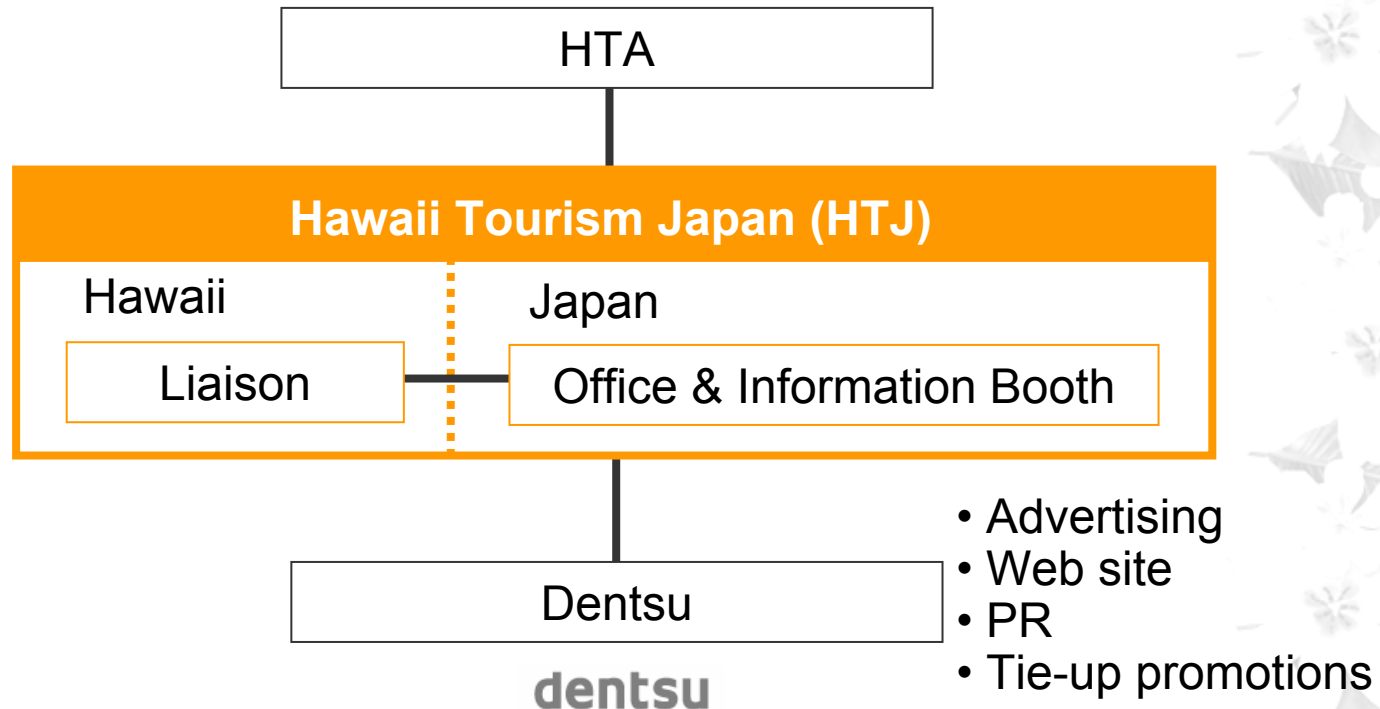
Plan to produce a new sales manual to meet the needs of the travel trade, utilizing its proprietary research results, etc..





## New Organization: Hawaii Tourism Japan

- ✿ Hawaii Tourism Japan (HTJ) will be established directly under HTA and serve as a link to Hawaii for general consumers, media and travel trade.
- ✿ Dentsu will be responsible for all communication activities as part of HTJ.
- ✿ Liaison office will be set up in Hawaii to coordinate between Japan and local travel trade and Chapter Islands.



## Office & Information Booth (Tokyo)

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### Location:

HTJ office will be located in a commercial building in Shiodome, one of the most talked-about commercial areas in Tokyo today.

<b>Office</b>	7F Shiodome Annex Bldg, 1-8-3 Higashi Shimbashi Minato-ku, Tokyo 105-0021	TEL 03-3573-2511
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### **Information Booth**

- Display visuals of Hawaii to help build new brand image.
- Make available various information tools.

### Staff:

- |                             |                  |
|-----------------------------|------------------|
| • Executive Director:       | Takashi Ichikura |
| • Admin. & Special Projects | tbc              |
| • Sales                     | tbc              |
| • PR & Promotions           | tbc              |
| • Information Services      | tbc              |
| • Assistant                 | tbc              |



# HTJ Information Booth

## Purposes:

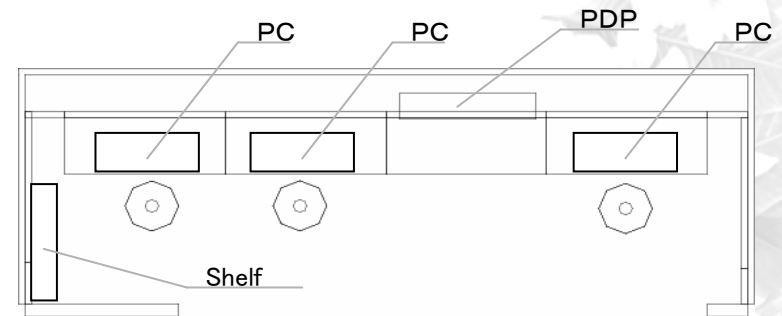
As an information center of Hawaii, constantly remind the public of the destination by communicating its versatile attractions.

Available items :

- Print materials (brochures, etc.)
- PCs to visit web site
- Images (video on the islands, etc.)



Space (9.72m<sup>2</sup>)



Image

## Hawaii Liaison Office

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### Location:

Located in Honolulu, the HTJ Liaison Office\* will coordinate with HTA, Island Chapters, local travel trade and media.

\*Details and Staff : tbc



# Tie-Up Promotions

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## Purposes:

- ✿ By collaborating with relevant products/companies, create opportunities to constantly remind the public of Hawaii.
- ✿ Maximize the Impact and scale of promotion through collaborations both in Hawaii and in Japan.

## Tie-Up Partners:

- Media
- Travel trade both in Japan and Hawaii
- Dentsu clients

## Promotional Opportunities: Spring, 2004

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### SONY OPEN (Jan. 15 - 18))

- Open promotional competition with the prize of a trip to Hawaii.
- Guidebook of golf courses in Hawaii.

### 50th Anniversary of JAL International Service (Feb. 2)

- Appearance of Jake Shimabukuro at 50th Anniversary Kick-Off Meeting.
- Press tour on the memorial flight (from Narita to Honolulu)

### 40th Anniversary of JALPAK

- \* Possible tie-up now under discussion.

## Promotional Opportunities: 2004



### Press tour (Jan. -Jun.)

- Wedding: 2-3 magazines
- Female: 2-3 magazines
- Men: 2-3 magazines
- Family: 1-2 magazines




### 2004 Magazine Special Edition

<b>ab Road</b>	<b>Jan. &amp; Jun.</b>
<b>Best of Hawaii</b>	<b>Mar. 28th</b>
<b>Aloha Express</b>	<b>2, 4, 7, 9, 11</b>
<b>VERY</b>	<b>Feb. 7th or Mar. 7th</b>
<b>CREA</b>	<b>May 1st</b>
<b>Impression Gold</b>	<b>May 1st</b>
<b>FRAU</b>	<b>Mar.</b>
<b>Oggi Special Supplement</b>	<b>Apr.</b>

<b>Vivi</b>	<b>May 23rd</b>
<b>Camcan "Hawaii Guide"</b>	<b>May</b>
<b>Fine</b>	<b>Summer</b>
<b>Fine "Hawaii Shopping"</b>	<b>May</b>
<b>Weekly Diamond</b>	<b>Nov.</b>
<b>Monthly M</b>	<b>Winter</b>
<b>Weekly Josei</b>	<b>Twice/yr</b>
<b>Josei Seven</b>	<b>Twice/yr</b>

## 2004 Spring Promotional Opportunities

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-  Intex FESTA (May 1st ~ 4th)  
Participation in the Tour Expo 2004 at INTEX FESTA in Osaka.
-  Radio promotion (May 3rd in Osaka and 4th in Tokyo  
including a promotional event)  
FM Radio “Holiday Special: Hawaiian Day”
-  Hawaiian Festival in Hiroshima, Fukuyama (May)
-  Tokyo Ad Museum (May)
  - Hawaiian Art Poster Exhibit





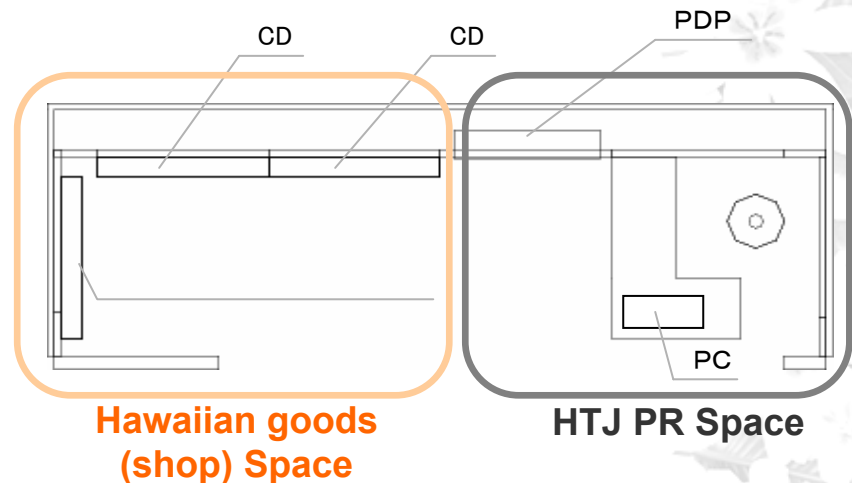
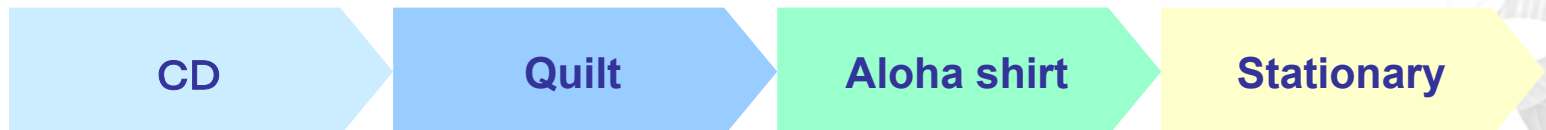
# Promotional Opportunities After Spring 2004

🌺 JATA - WTF (Sept. 23rd ~ 26th, Tokyo)

🌺 HTJ Information Booth  
- Possible sales of Hawaii-related CDs, books, arts and crafts now being considered.






e.g.,



## In Summary

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-  Rejuvenate the brand image of Hawaii as a whole by communicating the versatility of Hawaii and unique attributes of each of the islands.
-  Increase opportunities for consumers to be reminded of Hawaii and generate more traffic to the islands.
-  Provide pertinent and timely information to travel industry and media, and strengthen relationship.

# 2004 Marketing Schedule

